



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Sivan Tafla  
Serial No. : 09/502,182  
Filed : February 10, 2000  
Title : METHOD AND SYSTEM FOR DYNAMICALLY SUPERIMPOSING ON A

Art Unit : 3622  
Examiner : Jeffrey D. Carlson

BACKGROUND OBJECT DOWNLOADED THROUGH THE INTERNET

Commissioner for Patents  
Washington, D.C. 20231

TRANSMITTAL LETTER


Correspondence relating to this application is enclosed. The required fees are computed below. Please apply any charges not covered, or any credits, to Deposit Account No. 06-1050.

Total Claims	47	-	50	=	0	\$0
Independent	7	-	10	=	0	\$0
TOTAL FEE DUE						\$0

Respectfully submitted,

Date: \_\_\_\_\_

11/8/02

  
\_\_\_\_\_  
John C. Phillips  
Reg. No. 35,322

PTO Customer No. 20985  
Fish & Richardson P.C.  
4350 La Jolla Village Drive, Suite 500  
San Diego, California 92122  
Telephone: (858) 678-5070  
Facsimile: (858) 678-5099

10228391.doc

**RECEIVED**

NOV 18 2002

**GROUP 3600**

## CERTIFICATE OF MAILING BY FIRST CLASS MAIL

I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, Washington, D.C. 20231.

November 8, 2002

Date of Deposit

Signature



Nancy Grant

Typed or Printed Name of Person Signing Certificate



*Atricia Lewis*

#7/R

11-21-02

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Sivan Tafla

Serial No. : 09/502,182

Filed : February 10, 2000

Title : METHOD AND SYSTEM FOR DYNAMICALLY SUPERIMPOSING ON A  
BACKGROUND OBJECT DOWNLOADED THROUGH THE INTERNET

Art Unit : 3622

Examiner : Jeffrey D. Carlson

BOX NON-FEE AMENDMENT

Commissioner for Patents

Washington, D.C. 20231

**RECEIVED**

NOV 18 2002

RESPONSE

**GROUP 3600**

In response to the action mailed September 9, 2002, please amend the application as follows:

In the specification:

Please replace the paragraph beginning at page 4, line 20 with the following rewritten paragraph:

-- Figs. 1a and 2a show a web page 10 written using HTML in known manner.

*ai* Independently, an animated advertisement 11 is embedded within a separate web page layer 12 using known DHTML technology. The animation itself is likewise accomplished using off-the-shelf vector graphic tools and is not *per se* a feature of the invention. In a preferred embodiment reduced to practice, the animation was prepared using Flash, this being a proprietary vector graphics program produced and distributed by Macromedia Inc. Flash is a registered trademark of Macromedia Inc. --

In the claims:

Please cancel claims 46, 48 and 50.

CERTIFICATE OF MAILING BY FIRST CLASS MAIL

I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, Washington, D.C. 20231.

November 8, 2002

Date of Deposit

Signature

Nancy Grant

Typed or Printed Name of Person Signing Certificate